

# Coverings confirms its reputation as the tile exhibition that offers attendees added value



*TSJ reports on North America's premier ceramic tile and natural stone event, held this year at the Orange County Convention Center in Orlando, Florida from 14 to 17th April.*

**C**overings is the largest and most important ceramic tile and natural stone trade fair and expo in the United States. It features exhibitors from 40 countries and is the stage for introducing some of the most innovative tile and stone products in the world.

The exhibition serves as a valuable resource for continuing education for all segments of the industry, with more than 75 informative, accredited seminars and live demonstration sessions throughout the show, all free of charge. Coverings attracts thousands of distributors, retailers, fabricators, contractors, specifiers, architectural and design professionals, builders and real estate developers; as well as journalists and bloggers who cover this vital and dynamic industry.

For 2015 Coverings returned to Orlando, Florida at the Orange County Convention Center. Attendees were impressed with the latest product introductions presented by more than 1,000 exhibitors representing more than 40 countries.

"As the industry continues to innovate tile, reimagine everyday solutions, and present new material for architects, designers, builders, remodellers, distributors, retailers, installers, contractors and fabricators, one thing is certain: Coverings is the place you need to be to see it all," said Alena Capra, Coverings Industry Ambassador.

"Aside from the jam-packed expo floor, the show offers an exceptional conference program, certification courses, and networking opportunities. It is an exhilarating experience that has a lasting impact for all professionals in the industry."

**Above: The impressive Orange County Convention Center, Orlando, Florida once again played host to Coverings 2015.**

## What's new in tile and stone

The following review highlights just some of the stand-out product introductions that Coverings' lineup of global exhibitors had on display.

ABK Group displayed the Dolphin range, which features exclusive Auto-Levelling technology, that is claimed will revolutionise the ceramic floor coverings category. The very flexible, porcelain panels are designed to facilitate installation, eliminating the need for leveling spacers, or even joints and glue when used with the new Insta-Tile dry system. The high plasticity of the panels causes them to automatically level under their own weight when placed. Available in 400 by 1,800, 200 by 1,500 and 200 by 1,200mm sizes, these tiles can be used in any installation pattern. Made of 40% recycled materials, Auto-Levelling products provide an eco-friendly, easy-to-use, cutting-edge flooring installation solution.

BonTon Designs took the wraps off Arbor, designed to look like hand-crafted cuts of wood. The new range takes its cue from the popular Rustic Luxe design trend, and is great solution for kitchens, bathrooms, fireplace surrounds, and more. The collection is available in 40 glaze options.

Ceramica Fondovalle impressed with Toka, noted for its expression of style and nature in four colours. Brick and Ground use warm shades to fill spaces with reassuring and cozy atmospheres, while Cliff and Tar are characterised by natural colours that decorate spaces with elegant simplicity. With its 800 by 800, 400 by 800 and 400 by 400mm formats, and a rich and precious surface material, Toka is an ideal solution for both indoor and outdoor residential environments.

Ceramiche Ascot displayed Game of Fifteen, a new tile series dedicated to the work of 15 contemporary artists. The first Game of Fifteen collection is focused on pop art master, Keith Haring. The ceramic wall tiles are available in three sizes (200 by 200, 200 by 600 and 800 by 800mm) and two finishes (matt and lux) with 13 individual patterns and one larger composition.

Cevica offered up its Feelings & Sensations range, which has been created in the Antic 75 by 150mm format and combines with the Antic, Antic Craquelé and Antic Special series. The new range is composed of two embossed designs and four patterns. Feelings is the quiet and soft design that imitates lace; while Sensations shows a design with a dynamic geometric pattern, but without losing an artisan character. Both designs are offered in 14 colours.

Coem featured its Ardesia Mix collection, which takes an interesting approach to stone-effect porcelain stoneware: the tiles are cohesive in colour, yet eclectic



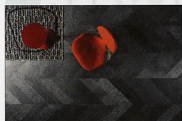
Cooperativa d'Imola: Pop



Ceramiche Ascot: Game of Fifteen



Cevica: Feelings & Sensations



Coem: Ardesia



Crossville: Moonstruck



Diamond Tech: Countryside Slate



Fap Ceramiche: Firenze

in texture and shade. This use of a natural-look material, in conjunction with an artistic design style creates a look that is both decorative and refined. These tiles also come in two finishes, three colours, and varying formats (750 by 750, 600 by 600, 300 by 600, 400 by 800 and 200 by 800mm), that can be mixed to create different patterns.

Cooperativa Ceramica D'Imola shone the spotlight on its eye-catching Pop collection, which features a Lichtenstein-inspired colour palette. The decorative Pop Art tiles follow the story of an undercover agent and a criminal she is tailing. Available in both flat and textured glossy finishes, Pop is suitable for wall applications.

Crossville introduced the Moonstruck Porcelain Tile Collection, a rectified tile available in large formats and two finishes. Inspired by linear striations of the lunar variety, Moonstruck has expansive veining that creates a grand counterpoint to the line's palette of five warm and cool neutrals. Suitable for commercial and residential use, the line is made in the USA with minimum 4% recycled content.

Diamond Tech Tiles presented its Countryside Slate Series, which melds an array of neutral colours, including steel grey, desert gold and black. Accented with frosted glass tiles and artistic listellos, the new slate tile will step up the style in both rustic and contemporary designs.

Fap Ceramiche showed Firenze, which melds minimalist style with vintage appeal. Inspired by Tuscan farmhouses, old decorated floors and time-worn plaster, the hexagonal porcelain floors are available in six solid colours (ranging from greys to browns) and a decorative rhombic pattern in a beige and grey colourway. Gayafores shone the spotlight on Lumber, slender wooden tiles that are available in black and white. These colours offer a clean, minimalist and elegant look for today's environment.

Grespania presented its Urbión series of porcelain tiles, which is based on the very simple premise of bringing all the richness and contrast of slate to ceramic design. Its design features differently textured slabs to create a whole that reflects all the strength and life of stone.

Kiribati by Halcón Cerámicas made its North American debut at the show. Kiribati, which features a spectacular wood pattern in relief, is available in 225 by 940mm planks in a variety of natural colours.

Interceramic has reinvented the subtle veining and natural colour found in marble with its high-density ceramic tile Montpellier. The soft transition of colours throughout the tile creates a feeling of soothing tranquility, elevating any design to a new level. Montpellier can be used in both residential and commercial installations.

La Fabbrica has reinterpreted the beauty and sinuous veining of agate onto porcelain stoneware with Astra. The tiles are available in four sizes (600 by 600, 300 by